



# Friends of the Newark Free Library

February 2017

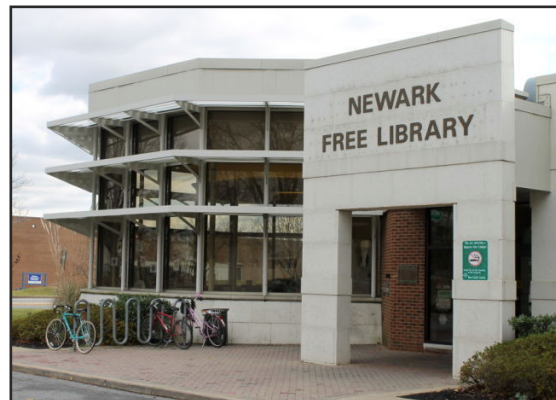
Editors – Patricia Rachek and Shu-Jin Kust

## BE AN ADVOCATE FOR DELAWARE LIBRARIES

By Judy Taggart, FNFL member, NCC Library Advisory Board member, Delaware Council on Libraries

With a state deficit of over 300 million dollars, our legislators are seeking dollars to balance the budget. State support of libraries could be passed to New Castle County and the county would have to identify new dollars to maintain adequate support of our libraries. It is important that we advocate for our libraries with both state and local officials so libraries do not experience a loss of financial support. Elected officials often comment that they hear from constituents about roads, land use, etc; however, rarely do they hear about libraries.

Contact your state and local officials. Share what you like about your library. Tell them that you do not want the library budget to be reduced. If you do not know who your elected officials are, the reference librarians can assist you in identifying them



### INSIDE THIS ISSUE

- 2 Letter from the President  
Library Manager
- 3 What's New at the Library
- 4 Scratch Technology Club
- 5 New Castle County Reads 2017
- 6 Save the Date – Annual Luncheon
- 7 Summer 2016 Adult Reading Program
- 8 Library Calendar
- 10 Music Programs
- 11 I've Been Reading

### WEBSITES:

#### Friends of the Newark Free Library

[www.friendsofthenewarkfreelibrary.webs.com/](http://www.friendsofthenewarkfreelibrary.webs.com/)

Newark Free Library main page

<http://www.nccde.org/Newark>

New Castle County Happenings library page

<http://www.nccdecs.org> and click on libraries and then Happenings Guide



Friends of the Newark Free Library



## From the President

Shu-Chien Liang

Welcome to the first FNFL newsletter of 2017. I hope you have had a chance to visit our wonderful display next to the checkout desk or talk to our Friends members during the recent membership drive. We really enjoyed sharing various library programs and activities that the Friends support, and hope you don't miss any of them. I want to thank again the faithful Friends for your continuing support and to welcome new Friends to this wonderful organization.

I want to take this opportunity to share one story with you. Spencer Saints, a library computer aide, helped a patron with her job application a few months back, and patiently showed her how to navigate through the complicated website to submit her application. The patron later returned just to let Pat Birchenall, the library manger, know how much she appreciated Spencer's assistance and kindness. I was touched when I heard of this. This is what makes our library great and one of the reasons why we love our library.

Now onto one of my favorite parts of writing this letter– sharing the Friends' activities for 2016. Friends continues to support many popular library programs both financially and logistically, and I would like to highlight a few. We spent a total of \$4,000 on mystery and children's books using the memorial donations. Roughly \$2,000 went to various children's programs, including the summer reading program. The ever popular adult music programs received most of the \$3,000 funding for the adult programs. We also added one more touch screen computer in the children's area. From what I learned, children love the fun games on this interactive computer and it is on high demand.

Three gentle reminders: The Friends Annual Meeting and Appreciation Brunch is set for Apr.

2<sup>nd</sup>. You won't want to miss the amazing performance by the Delaware Twin Poets; please mark it on your calendar. I would also like to encourage you to contact our state legislators and local council members– via phone, email or mail – to express your support for the library, and to make sure they continue to provide adequate funding to our library. Last, if our Annual Appeal missed you and you believe in what the Friends do for the library, please renew your membership or send in donations in any amount as you see fit.

---

## From the Library Manager

*Pat Birchenall*



## Tell Us **Your** Library Story

Why is the library important to you? What is your favorite reason to use the library? We want to hear your thoughts and your stories about the Newark Free Library and libraries in general. Hearing from you can help our staff understand what we're doing well and what we can do better. Also, stories from library patrons about how the library has enhanced or changed their lives can help our elected officials and funders understand the importance of libraries in our communities. Statistics provide quantifiable evidence of library use, but it's the personal things that mean a lot to you that illustrate how libraries affect lives.

Please share your thoughts by either sending me an email at [mpbirchenall@nccde.org](mailto:mpbirchenall@nccde.org), or by filling out one of the new patron comment forms located in the display area across from the reference desk. Your input is very important to us. Thank you!

## What's New at the Library?

*Sherri McCarthy – Reference Librarian*

### New Magazine Titles for 2017

Each year, Newark Free Library adds a few new magazine titles based on our observations of which existing titles are most popular with our patrons. This year, the adult section will add the following titles:

- *Cardmaking & Papercraft*
- *Cooks Country*
- *Flea Market Décor*
- *Lonely Planet Magazine*
- *National Geographic History*
- *Simply Gluten Free Magazine*
- *Watercolor Artist*

Clearly, our patrons appreciate magazines covering crafts, cooking, decorating, travel, and history! Last year, the new adult titles were *Birdwatching*, *Birds & Blooms*, *Family Tree*, and *Threads*.

New Teen and Juvenile Titles for 2017 follow:

- *Hail Hydra*
- *Looney Tunes*
- *New Moon Girls*
- *Scooby-Doo, Where Are You?*

Last year, new titles for teens and juveniles included Disney's *Frozen* and *Peppa Pig*. A juvenile magazine holds the distinction of "most checked out" every year at NFL – *Disney Princess*! We have three subscriptions just to keep up with demand!

Remember that the library offers free access to digital magazines through Flipster (go to the state library website [lib.de.us](http://lib.de.us) and click on the Flipster icon).

### Non-fiction DVDs and Documentaries in New Section

Until recently, the non-fiction DVDs including documentaries were shelved along with books on

the same subject. One reason for this was that we did not have a space large enough in our existing DVD section to shelve all the nonfiction DVDs. Patrons may have noticed quite a bit of shelf-shifting and moving going on at the library this summer and fall. As a result of our shifting, we are able to consolidate non-fiction DVDs into our DVD section at the front of the library.

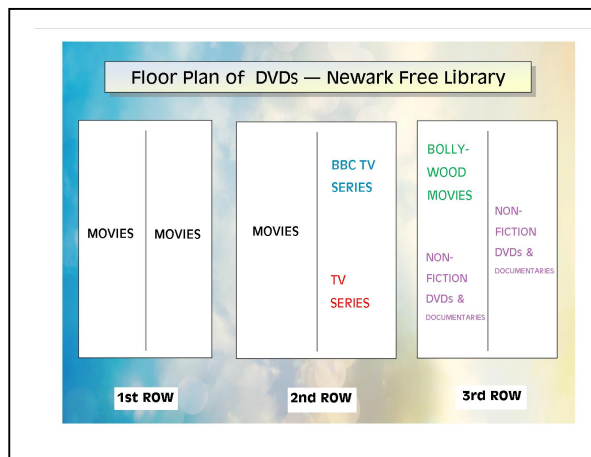
See photo for a floor plan of our expanded DVD section. Non-fiction DVDs are organized by the Dewey decimal system, which results in their being organized by subject. Thus, all exercise DVDs are together ... all travel DVDs are together ... all history DVDs are together. To aid patrons in browsing, subject labels have been



placed throughout the non-fiction DVD section. Non-fiction DVDs include educational materials, instructional materials, how-to videos, and documentaries such as *March of the Penguins* and the various *Ken Burns* series.

NFL owns over 2000 non-fiction DVDs.

As shown in the floor plan, the DVD area at NFL includes several rows of movies, followed by a row of TV Shows (with BBC TV Series in their own separate section), a Bollywood and Hindi film section, and finally the non-fiction DVDs. We hope that patrons used to browsing in only one of these sections will take the time to explore the other offerings.





*What's new cont...*

## **Audio Books Relocated**

To make room for the expanded DVD section, we relocated the Audio Books to the first three rows of the non-fiction book section (across from the Reference Desk, see photo). This was a beneficial move because the Audio Book section had become very crowded, making it difficult for patrons to browse and difficult for us to shelve! Audio books account for more of the annual circulation at Newark Free Library than at any other location in NCC. We will keep adding to this very popular section that is clearly appreciated by our patrons.



Of interest to audio book users ... digital audiobooks can be downloaded for free from our Overdrive eBook and eAudio catalog (go to the state website [lib.de.us](http://lib.de.us) and click on the Overdrive icon).

## **Scratch Technology Club**

*Sherri McCarthy, Reference Librarian*

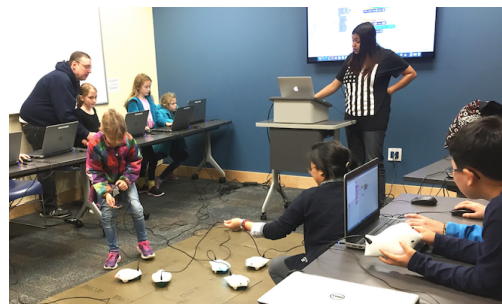
Newark Free Library's Saturday morning drop-in Scratch Technology Club ran for twelve sessions this fall from September to December 2016. Once again, University of Delaware students served as facilitators for the club through the Partners4CS program. The Scratch Technology Club had an average attendance of 8 participants per week, evenly split between boys and girls ranging in age from 8 to 13.



***Justine Yego  
teaching a  
scratch session.***

Scratch, developed at MIT, teaches computer coding to young people using a

graphics-based programming language. The UD teachers took full advantage of other technology available at the Newark library – such as our Lulzbot Mini 3D printer -- and also from the Delaware Division of Libraries – such as Finch robots, which could be programmed to respond to Scratch commands, and MaKey Makey devices, which allow everyday objects such as a banana or Play-Doh to be used as keyboard controllers for Scratch game characters called Sprites.



***Soumita Basu teaching a Finch robot session***

Club participants truly enjoyed the addition of new technologies to the weekly lessons on using Scratch to create games and animated designs.

The UD teachers (shown below in photo from left to right) were Yasemin Cicek, Soumita Basu, Justine Yego (all Masters students in Education Technology) and Pakeeza Akram (a Doctoral student in Computer Science).



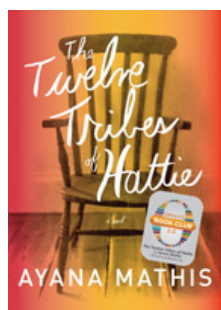
Newark library will offer Scratch Club again starting in February 2017. Participants ages 8 – 16 may drop-in at 10 a.m. on Saturday mornings; the club lasts until noon, and weekly attendance is not required. Call the Reference Desk for more information (302-731-7550).



# New Castle County Reads

*Pat Birchenall*  
*Library Manager*

New Castle County Libraries are excited to feature *The Twelve Tribes of Hattie*, an award-winning debut novel by Ayana Mathis, as our **NCC Reads 2017** title. Ms. Mathis will speak on



Wednesday, April 26, 7:00 pm, at the Chase Center on the Riverfront, followed by a book signing. Libraries will be presenting book discussion groups and related programs

throughout April, and we invite independent book groups to register with the library in order to receive ongoing information about NCC Reads and related events. The Newark Free Library will be presenting a program about The Great Migration, the event which sets the stage for Hattie's story, on Wednesday, April 5 at 7:00 pm.

The 2017 NCC Reads program is the 13th annual event in our series, which started in 2005. In 2010, New Castle County Reads began hosting a free talk by the featured author, so that community members could enjoy not only reading the book, but hearing the author. Each year since then, large crowds have attended the author event and book signing.

*Ayana Mathis*, a Philadelphia native, is a graduate of the famed Iowa Writers' Workshop. *The Twelve Tribes of Hattie*, her first novel, was a New York Times Bestseller, a New York Times Notable Book of the Year, one of NPR's Best Books of 2013 and was chosen by Oprah Winfrey as the second



selection for Oprah's Book Club 2.0. Ms. Mathis has taught Creative Writing at The Writer's Foundry MFA Program at St. Joseph's College, Brooklyn, and is an Assistant Professor of English and Creative Writing at the Iowa Writers' Workshop. She was a recipient of the New York Public Library's 2014-15 Cullman Center Fellowship. Ms. Mathis currently lives in Brooklyn and is working on her second novel. For more information about Ms. Mathis and *The Twelve Tribes of Hattie*, visit [www.ayanamathis.com](http://www.ayanamathis.com).

Many of you have enjoyed NCC Reads in the past, and we look forward to your participation again this year. We hope you will enjoy reading the book, discussing it with others and getting an in-depth view of it directly from the author on April 26!



# Save The Date!



## Santa visits the Newark Library

*Mary Ann Gladnick*

**The Friends of the Newark Free  
Library  
Invite you to  
SAVE THE DATE  
for  
The Annual Meeting and Thank You  
Brunch  
Served by Cafe Gelato  
Sunday, April 2nd  
11:30 - 1:00 PM  
Newark Free Library**

**Featuring**

**The Twin Poets,  
Nnandi Chukowocha and Al Mills  
Delaware's Poets Laureate**



**Call Mary Ann Gladnick to make your  
reservation  
[302-731-9772](tel:302-731-9772)  
\$15 per person**

Over one hundred children were treated to a special Story Time with Santa on December 6th, complete with a song and story with the children's librarian.



Refreshment were provided by the Friends of the Newark Library and the children also had a chance to make a seasonal craft. Santa, however, was the main attraction as the children shared their wishes and hugs. Santa's name is Joe Tierney and he has been doing this for forty years at many of the area libraries!



The day was truly merry and bright!



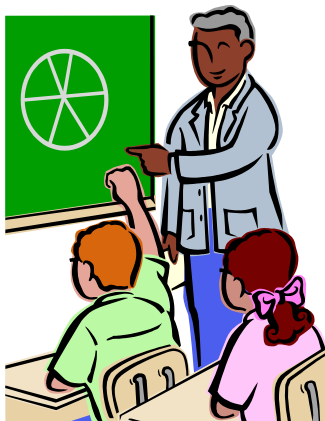
## Bookends Room

Sherri McCarthy, Reference Librarian

The Bookends Room at the Newark Free Library is a meeting and study space that opened for use in spring 2014. Thanks to a successful fund-raising effort by the Friends of the NFL, an unused area at the library was transformed into a space we could not do without! The Bookends Room features a large TV monitor on the front wall that is used to display information from laptops during meetings and classes. It has also been used to participate in videoconferences. There is a large white board on a side wall, appreciated by tutors and students using the room.

In FY16, external groups reserved the Bookends room 50 times for meetings. Twenty-three distinct groups used the room in FY16. Many groups used the room repeatedly and asked for it specifically in scheduling their meetings.

The Bookends Room is also used regularly for library programs such as Chess Night, Minecraft and Scratch classes, computer classes, book clubs, ACA Healthcare help, Literacy Volunteers, Delaware Money School, and the Inspiration Space/Job Center that offers job-seekers and entrepreneurs one-on-one help twice each month. Just as important, the Bookends Room is used daily as a much-needed third study room when it is not booked for a program or meeting.



## Newark Free Library Adult Summer Reading Program

Susan Lipsy, Library Specialist/Reference

This past summer we had record participation in our “Exercise Your Mind. READ” with thirty-seven patrons signed up. Twenty “finished the program” by reading and reviewing five or more books. All twenty received a “Certificate of Achievement” and an “Unleash Inner Genius” journal. Also, these twenty received three certificates for free books from our Sale Book Shelf. One winner, Lindsay Lawton, was chosen in the Grand Drawing. She received a Friends of the NFL book bag, a NFL blue water bottle, a Gift Certificate for Café Gelato, a gift Certificate for Duck Donuts, a signed copy of The Boys in the Boat (NCC Reads Book), a jar of Crisp & Co. Grand Dill Pickles and a jar of Drejka honey both from the Newark Co-Op Famers Market and a set of note cards from Auburn Heights Preserve.

Separately, this summer for the first time we had summer adult BINGO. We do not have a number for those who took a card and got a small gift for completing a row. Four patrons completed the entire BINGO card. One Grand Drawing Winner from these four patrons was chosen – Pam Parks. She received a Friends of the NFL book bag, a NFL blue water bottle, a Gift Certificate for Grass Roots, a signed copy of Grandma Gatewood’s Walk (Longwood Garden’s Community Read book) and a bag of Little Goats Coffee Peru Beans from the Newark Co-Op Farmers Market.

Congratulations to all who entered and to the two Grand Winners.

Thank you to the **Friends of the Newark Free Library** for sponsoring the gifts.

Next year the Summer Reading Theme will be “Build a Better World”. Watch for details next spring.



Library Calendar

Online @

<https://de.evanced.info/delaware/lib/eventcalendar.asp>

**FEBRUARY 18: Black History Month: Black Greek Life** 2-3 PM, Black fraternities and sororities on their campuses. Register at Adult Reference Desk or call (302)-731-7550. All ages. 2-3 p.m.

**FEBRUARY 19: Sunday Documentary Film** (For The Love of Spock), 2-4 p.m.

**FEBRUARY 22 : Tax Assistance** (Every Wednesday through April 12, 2017)  
Free Tax help for qualifying individuals. Taxes are done on a first-come, first-served basis. 10 AM-2 PM

**MARCH 3: Friday Films** (Snowden) 2-4 p.m. and 6:30-8:30 p.m. Films are intended for adults.

**MARCH 4: Intro to 3D Printers**

Learn the basics of how a 3D printer works. Learn what print jobs the Library 3D printer can print for you! Register at Adult Reference Desk or by calling 302-731-7550. Ages 12+. 1-2:30 p.m.

**MARCH 5: 3Doodler Workshop**

Teens get hands-on use of a 3-D Printer that works like a pen. Come create something fun with this new technology! Register at Adult Reference Desk or by calling 302-731-7550. Ages 12-18. 2:30-4:30 p.m.

**MARCH 10: Open Mic Music Night** at the Library (Adults and Teens) 7-8:30 p.m. Looking for a place to showcase your musical talent? We are putting out a call for vocalists, acoustic instrumentalists, and pianists (baby grand piano will be available). Come be part of the fun! Performers register at Adult Reference Desk or call (302)-731-7550. Ages 12+.

**MARCH 11: Cell phone Photography Class** with Jeff Kontur. Focus on Apple products, but Android users welcome. Register at Adult

Reference Desk or by calling 302-731-7550. Ages 12+. 11 a.m.-1 p.m.

**MARCH 12: Wilmington Drama League Pillow Plays.** Call (302)-731-7550 for performance title. All ages. 2-4 p.m.

**MARCH 19: Sunday Documentary Film** (De Palma) 2-4 p.m.

**MARCH 24: Pinterest Workshop**  
7-8 p.m., ages 12+

**MARCH 25: Women's History Month: The Amazing Hannah Penn**, 1-2 PM, Adults  
A living history presentation of the life of Hannah Penn. Come hear the amazing story of the woman who married an icon of the Quaker faith and later herself became the Proprietor of Pennsylvania. Ages 12+. 1-2 p.m.

**MARCH 26: Writers' Workshop Series: Finding The Story**

Learn the Basics of writing fiction in one packed discovery session. Register at Adult Reference Desk or by calling 302-731-7550. Ages 15+. 2-4 p.m.

**APRIL 1 Seven Rings: Music Trio**

An afternoon of traditional Irish music as well as acoustic rock songs. Band members include Pete Casey, Tracey Connolly, Mike Connolly and Jeff Kowalskie. Sponsored by the Friends of the Newark Free Library. All ages. 2-3 p.m.

**APRIL 5 : New Castle County Reads: Great Migration Films**

Fleeing segregation and seeking economic opportunity, millions of African Americans from the rural South moved to the cities of the North, Midwest and West. Enjoy several short films on this Great Migration with Mr. Lynn Moore of Wilmington University leading the discussion. Registration required. Adults. 7-8 p.m.

**April 7: Friday Films** (Manchester by the Sea) 2-4 pm and 6:30-8:30: Films are intended for an Adult audience

**APRIL 8: Arduino Workshop with Barrel of Makers**

Learn how to use Arduino. Register at Adult Reference Desk or by calling 302-731-7550. Ages 12-18. 2-4 p.m.

**APRIL 9: Wilmington Drama League Pillow Plays**

Wonderful plays performed by children for children. Call (302)-731-7550 for performance title. All ages. 2-4 p.m.

**APRIL 15: PIANO Recital** with Christin Cooper 2-4 p.m. Sponsored by FNFL. Christin Cooper will be performing the music of Ravel, Bartok, Haydn, Bach & Britten. Christin is a Graduate Music student at University of Delaware and is studying under Associate Professor Christine Delbeau.

**APRIL 17: VIRTUAL REALITY DEMONSTRATION** 1-4 p.m.

**APRIL 23: Romance of the Violin.** See world renowned violinist **Ann Fontanella** and pianist **Jungeun Kim Burke** play classics as well as selections from popular films and Broadway. 2 p.m. (Rescheduled from Feb. 10)

**APRIL 25: Build your own World-** Story Time with the Delaware Art Museum 10:30-11:30 AM Ages 3-6

**APRIL30: Writer's Workshop Series** Engage with the joys of reading and writing poetry – it's not scary and it's not boring, no matter what they taught you in high school. Register at Adult Reference Desk or by calling 302-731-7550. Ages 15+. 2-4 p.m.

**MAY 5: Friday Films (La La Land)** 2-4 p.m. and 6:30-8:30 p.m.: Films are intended for an Adult audience.

**MAY 6: U OF D Graduate Woodwind Quartet Recital** 2-4 p.m. Sponsored by FNFL

**MAY 7: Make A Mother's Day Gift**

Spend a few hours and get that Mother's Day present covered. Ages 12-18. 2-4 p.m.

**MAY 12: Councilwoman Lisa Diller Community Event** 10 AM to 9 PM

**MAY 14: Wilmington Drama League Pillow Plays**

Wonderful plays performed by children for children. Call (302)-731-7550 for performance title. All ages. 2-4 p.m.

**MAY 28: Writers' Workshop Series:**

Permission to Speak; Writing Character & Dialogue. Using the art of eavesdropping/ listening, we will be exploring Monologues and speeches for fiction, memoir, and writing scripts. Register at Adult Reference Desk or by calling 302-731-7550. Ages 15+. 2-4 p.m.

**JUNE 2: Friday Films (Fences)** 2-4 p.m. and 6:30-8:30 p.m.: Films are intended for an Adult audience

**JUNE 6: Cardmaking Workshop** 6 p.m.

**JUNE 11: Piano Trio** 6 p.m.



## Music Programs for the Spring Season

Pamela Nelson, Reference Staff

After a successful winter season of music programs from First State Ringers with a delightful program of hand bell music, the 5<sup>th</sup> Open Mic, and New Castle Trio performance with music for oboe, bassoon and piano, we are pleased to announce the sixth Open Mic Night and four additional music programs for the spring,



The next **Open Mic** is scheduled for **Friday, March 10, 2017, 7:00pm – 8:30pm**. Any musician is welcome to sign up for a 10-minute time slot to perform. The library's piano, purchased and maintained by

the **Friends of the Newark Free Library**, will be available for soloists or those performing in an ensemble. Previous Open Mic Nights have featured guitarists, vocalists, pianists, accordion players, and ukulele players. Adults and Teens, ages 12 –up are welcome to perform. Audience members of all ages are encouraged to come to support our local musicians. Refreshments will be served



We welcome back **Seven Rings** for a program of Irish music on **Saturday, April 1<sup>st</sup> at 2:00pm – Really No Joke!** Since their schedule is heavily booked in March, we

decided on a post-St. Patrick's Day celebration. Their music and banter are a delight any time of the year.

**Pete Casey**, guitar & vocals; **Mike Connolly**, guitar, bass mandolin; **Tracey Connolly**, vocals & small percussion and **Jeff Kowalskie**, percussion,

perform Irish music and classic rock songs in an acoustic format. This program is sponsored by the **Friends of the Newark Free Library**, and all ages will enjoy the variety of music performed by **Seven Rings**.

A special **Piano Recital** is scheduled at **2:00pm** on **Saturday, April 15<sup>th</sup>**, another landmark day on the calendar. **Christin Cooper**, a graduate piano major at the University of Delaware, will present a program including *Oiseaux tristes & La vallee* (both from *Miroirs*) by Maurice Ravel; *Six dances in Bulgarian Rhythm* by Béla Bartók; *Variations in f minor, Hob. XVII:6* by Franz Joseph Haydn; *Partita No. 1 in B-flat Major, BWV 825* by Johann Sebastian Bach and *Three Character Pieces* by Benjamin Britten.

**Ms. Cooper** is a student of **Christine Delbeau**, Associate Professor of Piano at the University of Delaware. She earned a Bachelor of Music in Music Education summa cum laude from Bucknell University. While at Bucknell, she was the winner of the Bucknell Prize in Music and the Barbara Watson Grever Prize and previously has studied with Xun Pan and Barry Hannigan before enrolling at the University of Delaware.



On **April 23 at 2:00pm**, we will present **Romance for the Violin**, with renowned violinist **Ann Fontanella** and pianist **Junguen Kim Burke** (program was originally scheduled for Feb. 10).

**Ms. Fontanella** began playing the violin at a young age. At the age of 10, she appeared with the Philadelphia Orchestra and at the age of 14 was one of the youngest artists ever accepted to Yale University's School of Music. Later that year she appeared on NPR's "From the Top." Ann released her debut





album “Bach Schubert Bruch” in 2005. In addition to being a violinist, she is also a composer and a recipient in the ASCAP Morton Gould Young Composers Competition.



The pianist for Ms. Fontanella’s program will be **Jungeun Kim Burke**, Director of Instrumental Accompaniment at The Curtis Institute of Music. Ms. Kim began her studies at the age of three. After winning a Presidential Prize in the Korean National Music

Competition, she performed with the Korean National Philharmonic. She earned her Bachelor and Master of Music degrees from The Julliard School. Ms. Kim is the founder of the New York Summer Music Festival, where she serves as the executive director. She joined the faculty of Curtis in 1999.

On **Saturday, May 6<sup>th</sup>** at **2:00pm**, we welcome the **University of Delaware Graduate Woodwind Quartet**. The program will feature works by Arthur Berger and Karl Goepfhart as well as other pieces from the repertoire. The members of the ensemble are **Elisabeth Porter**, flute; **Laura Yawney**, oboe; **Luisa Raigosa**, clarinet and **Collin Walter**, bassoon.



All are pursuing advanced degrees in music at the University of Delaware and are coached by Associate Professor of Flute **Eileen Grycky**.

Please join us for our music programs this spring. Young people are particularly welcome as it is a chance to attend performances and view musicians practicing their art in an informal and intimate setting.



\*\*\* \*\*



## I've Been Reading...

### *Shoe Dog*

Memoir by the creator of NIKE  
Phil Knight  
Reviewed by Doug Tong

My impression is that Phil Knight must speak like he writes because the book flew by, was captivating, and is **GASP-** non-fiction. Knight does a great job describing the beginnings of his “brain child”: taking possession of athletic shoes made in Japan and handling sales and marketing in the USA.

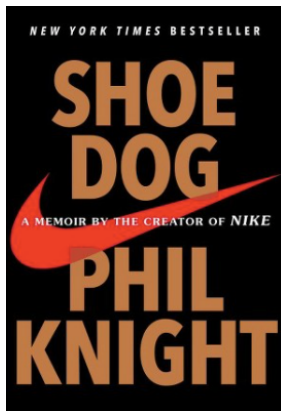
His idea becomes a reality with support from his running coach, Bill Bowerman (for development of the shoes and funds), and his family (for cash and moral support). He breathes life into the idea of starting a business that offers customers shoes, made in Japan, for their respective sports.

Knight's premise is to import high quality, low cost running shoes from Japan. Along with Bill Bowerman, Knight launches NIKE. The next step is to screen various Japanese companies to supply the shoes. Fortunately, Bowerman is knowledgeable about what athletes need in footwear.

The demand for shoes soon began to outpace the supply so Knight and his team have to devise creative ways to get lines of credit from the bank. They also have to find new ways to deal with competition. It is interesting to learn how the marketing logo, the swoosh, becomes a major factor in communicating the brand. Knight is very successful at getting athlete endorsements for his shoes. There are also numerous risks and gambles that Knight has to take to grow his business. He finds that athlete endorsements are very helpful in building his brand.

Knight's family and friends are key to NIKE's success. His wife, Penny, brings a "can do" spirit to the team. His friend Bob Woodell's parents loan Knight \$8000 when his cash flow is limited. His friend Jeff Johnson agrees to move wherever he was needed to service new retail stores or to create a depot for carrying inventory. All of those who help to build the brand are richly rewarded with stock in the company that dramatically increased in value as time went on.

***Shoe Dog*** offers a fascinating case study of how a successful company is launched. Knight's creativity, ability to innovate, choice of partners and belief in his dream make this a great read for anyone interested in business.



## ***Granny Torrelli Makes Soup***

by Sharon Creech

Reviewed by Molly Shay,  
age 10



The world would not be right if Sharon Creech hadn't written *Granny Torrelli Makes Soup*. In this book, Rosie tells her Granny Torrelli problems with her blind friend Bailey as they make soup and pasta. I love how Granny Torrelli tells stories of what had happened to her with her friend Pedro to help Rosie deal with what is happening. Granny Torrelli always has something to tell Rosie that helps both her and me think. And after I heard about Rosie learning Braille, can you guess what? I decided to learn Braille, too!

Every single book seems to have a happy ending where A) they find the child, B) they find the parents, C) they get out of the basement, D) they get married, or E) they stop being so sad about their brother's death. *Granny Torrelli*, with two parts, two stories, and two endings, has more to it. The stories aren't resolved; the characters resolve it themselves. When Granny Torrelli goes off to the bathroom, it gives Rosie time to think, time to think about what she should do, what she has done, and you hear those thoughts and think about them. Only Sharon Creech can pull this off, making readers think about not just the book, but real life, their lives. Everybody reading can relate to Rosie somehow, think about something that she should do, think about something that they should do.

Granny Torrelli pulls off something that we can all admire. She tells stories of her life that don't always have happy endings, but always have a moral, and always have to do with the problem. She tells them while making soup, while making pasta. Subconsciously, the soup and the pasta and how they make it lines up with the story and makes it flow smoother. You can tell that the cooking helps mellow out Rosie, helps her think, helps her talk, helps her listen, helps her

understand. This made me think about what I do that helps me think, that helps me talk, that helps me listen, that helps me understand. Whenever I have a problem, whenever I need help, whenever I feel like I am going to scream, all I have to do is think back to this book, and all is well.

I thank Sharon Creech so much for writing this book and making my life so much better.

---

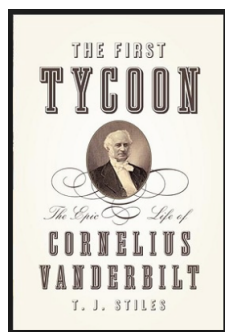
## **The First Tycoon: The Epic Life of Cornelius Vanderbilt**

*By T.J. Stiles*

*Reviewed by Roy H. Lopata*



T.J. Stiles has provided us with a biography that truly deserves the label “epic.” This is a classic and lengthy life and times tome that includes all the details of Cornelius (“Commodore”) Vanderbilt’s remarkable story from birth in Staten Island, New York in 1794 to death in 1877, spanning the history of the United States from the age of George Washington to that of John D. Rockefeller. In describing his times, Stiles makes sure the reader understands that Vanderbilt lived through and significantly shaped a nation that changed from a rural, agricultural, and essentially colonial to a society becoming increasingly urban and dominated by an industrial and corporate economy.



Stiles begins his portrayal with Vanderbilt’s Dutch ancestry in Colonial New York and his early days as a local boatman providing ferry and freight

service in small two-masted vessels from the small ports throughout post-Revolutionary New York harbor. His business acumen and dedication to hard work were quickly demonstrated as he adapted to the arrival of the steamboat by continuing to run his own sailing coast-wise service while captaining steam powered schooners for other ferry entrepreneurs. As a result, he became a participant in one of the earliest and still crucial U.S. Supreme Court decisions regarding inter-state commerce (*Gibbons vs. Ogden*) that arose from the efforts of local steamboat men like Vanderbilt to break shipping monopolies granted by the New York State legislature. The Court established the principle that the United States government regulated interstate commerce, not the individual states. And this Supreme Court case, as Stiles notes, set a pattern for Vanderbilt as he began to establish his own steamboat businesses that ruthlessly cut costs, as Vanderbilt would have put it, “to destroy monopolies,” which ironically resulted in many instances with the establishment of his own.

In the meantime, Vanderbilt married (in 1813) and started what would turn out to be a large and at times difficult family. Stiles is particularly good at showing how Vanderbilt’s hardheaded and at times ruthless business practices did not translate well to raising his growing brood of thirteen children nor to happiness between Vanderbilt and his wife, Sophie.

As America grew during the years of the early Republic, Vanderbilt expanded his horizons beyond New York and began to provide steamboat passenger and ferry service from New England to the Delaware Bay. He soon saw too that the coming of the railroads provided an opportunity and a threat to his growing empire. So while he continued to expand his steam powered sea-going vessels to provide the fastest links from the East Coast to Gold Rush crazed California in 1849 by developing steam ship service to the Atlantic and Pacific coasts of Nicaragua and overland connections between these coasts, he also started to invest in the small



railroads that had been expanding from New York City to New England, to Albany and to points south.

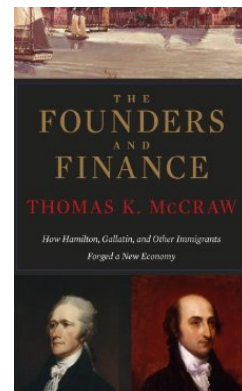
By the start of the Civil War, Vanderbilt had become one of the nation's richest men by seizing control of many of the burgeoning transportation industries that provided the impetus and the economic links for the industrial revolution that spanned America's 19<sup>th</sup> Century. Stiles notes, in particular, how Vanderbilt embodied the age's Jacksonian spirit of hard work and laissez-faire government while, at the same time, set the stage for the growth of giant business by improving service, driving down costs, and, thereby, eliminating competition. Stiles labels Vanderbilt, ". . . the selfish revolutionary, the millionaire radical . . ." who, "helped shape America's striving, competitive, productive society."

In the final segment of his biography, Stiles provides an excellent description of the post-Civil War railroad consolidations and the restructuring and refinancing that led to Vanderbilt's acquisition of the New York Central that became a model for corporate organization and management ever since. Stiles notes how Vanderbilt, and the other titans of the Gilded Age economy who followed his lead, uprooted rural America and created our national economy, linked by steel rails. In the meantime, Vanderbilt rose from a very wealthy and successful New Yorker to the richest man in the nation, symbolized by the construction of the Grand Central Depot in Manhattan that would eventually become Grand Central Station – the largest passenger station in the nation at the time of its opening in 1871. By the time of his death in 1877, as Stiles explains, Vanderbilt's could look back on a life that had significantly contributed to America's transformation from an economy of small farms and crossroads village markets to a continental-wide corporate world of huge businesses and national markets. In sum, a great read that tells a remarkable story.

## **The Founders and Finance: How Hamilton, Gallatin and Other Immigrants Forged a New Economy By Thomas K. McGraw**

*Also reviewed by Roy H. Lopata*

While this is not "Hamilton-The Musical," retired Harvard University Professor Thomas K. McGraw's dual and concise biographies of our nation's most distinguished treasury secretaries – Alexander Hamilton and Albert Gallatin – has provided a "score" that clearly suits the Broadway stage and is a fitting addition to the story of the roots and rise of American capitalism.



McGraw extolls Hamilton's brilliance as he, almost single-handedly, established the financial scaffolding within which an almost bankrupt confederacy of former colonies that had become the United States could regain solvency and sustained economic growth. McGraw then turns to Gallatin and explains how he was able to bring his reluctant Jeffersonian brethren along with him to preserve the economic structure that Hamilton had created. McGraw also has a larger point – Hamilton and Gallatin were recent immigrants and, therefore, were not beset by loyalties to an individual state but rather could rise above sectional disputes and visualize the, "economic potential of the American *national* future."

McGraw also provides very brief glimpses of other recent immigrants like Robert Morris, John Jacob Astor and Stephen Girard – all businessmen and financiers that helped lay the groundwork nascent American economy – to underscore his theme, but his profiles of Hamilton and Gallatin make his point and are worth reading on their own.

In any case, despite the voluminous library of Hamiltonian biographies, including Ron Chernow's most recent magisterial and lengthy tome, readers will be hard-pressed to find a better summary than McCraw's of Hamilton's rise from lowly birth in St. Croix (now part of the U.S. Virgin Islands) in 1757 (or 1755 – the records are not clear); to General George Washington's most trusted aide-de-camp during the American Revolution; to co-author with James Madison of the *Federalist Papers*, the publications used to spearhead the crusade to ratify the Constitution and that are still considered one of the world's most remarkable descriptions of the theory and function of a representative democracy; to his place again alongside President Washington as our nation's first (and perhaps greatest) Secretary of the Treasury.

Most important, as McCraw describes, was Hamilton's controversial but ultimate successful campaign to convince the new American Congress to fund the massive debt that the states and Articles of Confederation government had accumulated during and after the struggle for independence by paying off the debt holders through the issuance of new federal government bonds. As a result, the almost bankrupt nation and the states were able to regain their credit worthiness and the foundations for the future growth of the American economy were established.

McCraw then turns to the less familiar but equally remarkable tale of Albert Gallatin. Gallatin, born to a wealthy family in Geneva, Switzerland in 1761, migrated to America in 1780, and ultimately settled in western Pennsylvania where he hoped to take advantage of the opportunities to farm and speculate in land sales. As McCraw describes, Gallatin's leadership skills and self-taught mastery of public finance, led to a rapid rise through the ranks of the emerging Democratic-Republican party, the party led by Thomas Jefferson and James Madison that arose largely in response to Hamilton's economic proposals for the new nation.

By 1795, Gallatin was representing his western Pennsylvania district in the U.S. House of representatives, and in 1801, after Jefferson's election as president he became Secretary of Treasury and served in this post until 1814, under Presidents Jefferson and Madison (the longest tenure in this post in American history). McCraw explains how Gallatin was largely able to keep intact Hamilton's financial structure while serving two presidents who had fiercely opposed Hamilton while, at the same time, continuing efforts to pay off the federal debt and managing the government's resources to pay for the 1803 purchase of the massive Louisiana Territory, which would eventually include land for fifteen future American states. McCraw notes, as well, Gallatin's key role in convincing Jefferson of the constitutionality of the Louisiana Purchase that set in stone the future trans-continental geography of the United States.

McCraw concludes his volume with the sad tale of Hamilton's death in 1804 as a result of his duel with Aaron Burr. He then contrasts this with Gallatin's life as a respected and honored elder statesman who, among other things, served as our ambassador abroad in Great Britain and France and eventually died in 1849.

In sum, McCraw has provided a well-written and illuminating study of two remarkable immigrants whose contributions to our nation's economic growth and development planted seeds that continue to blossom today.



News/letter FANFL Spring 2017